

Abstract

[0072] Systems and methods are provided for  
selecting survey questions and response for inclusion  
5 in a survey using a survey software application.  
Survey questions may be selected based on the response  
variance or inclusion value of each survey question. A  
non-inclusive list of survey responses may be selected  
based on the selection rate of each survey response.  
10 The response rates may be adjusted to correct for  
instances where survey participants selected a response  
indicating that none of the provided responses was  
adequate because a hidden response was not provided.  
Selected survey questions and responses may be provided  
15 to a survey participant.